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Attorney Docket No. 01145/LH

**IN THE UNITED STATES PATENT  
AND TRADEMARK OFFICE**

Applicant(s): M. INOUE et al.  
Serial No. : 09/811,724  
Filed : March 19, 2001  
For : SYSTEM AND METHOD FOR  
DISTRIBUTING ADVERTISEMENTS  
Art Unit : 2143  
Examiner : WILEY, DAVID ARMAND

**INFORMATION DISCLOSURE STATEMENT  
WITH STATEMENT UNDER 37 CFR 1.97(e)**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

S I R :

Submitted herewith are the following:

- (1) Copy of a Canadian Office Action dated March 8, 2004 issued in the counterpart Canadian application;
- (2) Copy of a Korean Office Action dated February 24, 2004 (and an English translation thereof) issued in the counterpart Korean application;
- (3) Copies of the cited publications cited in the Canadian and Korean Office Action;
- (4) Form PTO/SB/08A. It is requested that an initialed copy of the Form PTO/SB/08A be returned to indicate that the publications listed therein have been considered and made of record.

An English translation of said Korean Office Action is provided, thereby satisfying the requirements for a concise explanation of relevance for any non-English language publications cited therein (MPEP 609 III A(3)).

An English language Abstract is provided for cited JP 10-214383.

Express Mail Mailing Label  
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Date of Deposit: April 7, 2004  
I hereby certify that this paper is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service with sufficient postage under 37 CFR 1.10 on the date indicated above and is addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450

*N. Sadeh*

Nalini P. Sahadeo

In the event that this Paper is late filed, and the necessary petition for extension of time is not filed concurrently herewith, please consider this as a Petition for the requisite extension of time, and to the extent not tendered by check attached hereto, authorization to charge the extension fee, or any other fee required in connection with this Paper to Account No. 06-1378.

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**APR 13 2004**

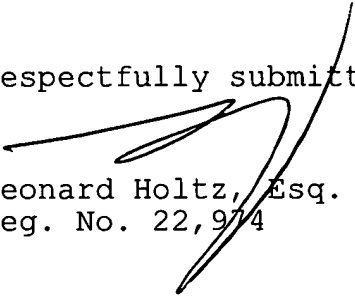
Technology Center 2100

STATEMENT UNDER 37 CFR 1.97(e) (1)

Each item of information contained in this Information Disclosure Statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the present Information Disclosure Statement. Said Canadian and Korean Communications bear respective mailing dates of March 8, 2004 and February 24, 2004. Therefore, the filing of this Information Disclosure Statement is timely under the provisions of 37 CFR 1.97(e) and does not require a fee.

It is respectfully requested that the attached publications be considered and made of record.

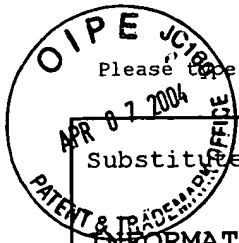
Respectfully submitted,

  
Leonard Holtz, Esq.  
Reg. No. 22,974

Encls.

Dated: April 7, 2004

Frishauf, Holtz, Goodman & Chick, P.C.  
767 Third Avenue, 25th Floor  
New York, New York 10017-2023  
Tel. No. (212) 319-4900  
Fax. No. (212) 319-5101  
LH/nps



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PTO/SB/08A (08-00)

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INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT

			Application Number		09/811,724	
			Filing Date		March 19, 2001	
			First Named Inventor		M. INOUE et al.	
			Group Art Unit		2143	
			Examiner Name		WILEY, DAVID ARMAND	
Sheet	1	of	1	Attorney Docket Number		01145/LH

## U.S. PATENT DOCUMENTS

Exam. Inits*	Cite No <sup>1</sup>	Document Number	Kind Code <sup>2</sup>	Name of Patentee or Applicant	Publication Date MM-DD-YYYY	Relevant Portion
	A	5,850,217	A	COLE	12-15-1998	

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**APR 13 2004**  
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## FOREIGN PATENT DOCUMENTS

Exam. Inits*	Cite No <sup>1</sup>	Offc	Document Number <sup>4</sup>	Kind Code <sup>5</sup>	Name of Patentee or Applicant	Publication Date MM-DD-YYYY	Relevant Portion	T <sup>6</sup>
	B	CA	2,272,061	A	PRECISE INFORMATION LLC	05-22-1998		
	C	JP	10-214383		NEC CORP.	08-11-1998		
	D	CA	2,294,324		CATALINA MARKETING INTERNATIONAL, INC.	04-29-1999		

Examiner  
SignatureDate  
Considered

\* EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Unique citation designation number. <sup>2</sup> See kinds of U.S. Patent Documents. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup> Place a check here if English translation is attached.DATE MAILED: April 7, 2004